# Preamble

The project is a desktop based card game (Hearthstone inspired).

The game will get funding through kickstarter.com

# SWOT

### Strengths

Low risk.

Low amount of overhead.

Short development cycle.

Online selling (no need for production of hard copies).

Can have a lower price (or free to play with pay as you go model), as the production value will be low and mostly (or fully) covered by the kickstarter.

### Weaknesses

Target audience is fairly small.

Small amount of originality.

### Opportunities

After release get it into a humble indie bundle (<https://www.humblebundle.com/>) to further increase sales.

Currently this genre is increasing in popularity.

Low cost marketing to novice gamers including seniors and adults trough youtube channels, and twitch lets players.

### Threats

Other similar games with an established player base.

Similar games invading the market after this game comes out.

Pirating of the game.

Bigger competition, with a large budget.

# Overcoming Threats and Weaknesses

Try getting customer good will, with multiple payment options, and allowing them to play for free.

Adding content over time, and quick fixing for any bugs. Maintaining good support.

Make the graphic style specific, to be easily distinguishable from the competition.